

INFORMATION LETTER

Not for
Publication

NATIONAL CANNERS ASSOCIATION

For Members
Only

No. 1771

Washington, D. C.

March 19, 1960

House Subcommittee Opens Hearings on Wage-Hour

The House Subcommittee on Labor Standards opened its hearings on wage-hour legislation on March 16-17. One of the witnesses was George Meany, president of the AFL-CIO.

The Subcommittee has scheduled public hearings for March 23-24 and 29-30-31. Chairman of the Subcommittee is Representative Phil Landrum (Ga.).

FDA Extends Time for Use of Can Lining Ingredients

The FDA published in the *Federal Register* of March 17 an order extending the time during which certain can lining ingredients may be used. The order authorizes continued use of can lining ingredients comprising all categories of materials entering into lining formulations, insofar as they may be food additives, on the ground that no imminent risk to health is involved and that additional time is needed to appraise the entire list. Also involved is the consideration that a minimum quantity of any of the materials will be imparted to food, consistent with good manufacturing practice.

A few materials listed in the request for extension of time were not included in the regulation just published, because further study is needed to determine whether they are characterized accurately enough for decisions to be reached.

The text of the FDA order on can lining ingredients was reproduced by N.C.A. as a Supplement to this issue of the INFORMATION LETTER.

Commerce Dept. Seeks To Promote Exports of U. S. Products; U. S. To Consult 24 Countries on Their Import Restrictions

The U. S. Department of Commerce is inviting views from industry on steps that might be taken to increase sales of U. S. products abroad.

The Department wishes to have suggestions from industry on specific reductions in foreign government import restrictions which might be of greatest benefit to exporters, and also on export promotion programs which the Department itself might undertake.

The United States will participate in major tariff negotiations in late 1960 and early 1961, covering a wide range of products which are important to both export and import trade. The Commerce Department wishes to have industry pinpoint the problems in individual countries that would be particularly helpful to U. S. negotiators in directing their efforts along the most productive lines.

Specifically, the Department invites the submission of industry views on the reduction of foreign government import restrictions including tariffs, internal taxes, quotas, currency restrictions, and "other" artificial barriers.

These subjects are being discussed at a series of conferences on export trade promotion which the Commerce Department is holding in Washington once a week with representatives of some 40 industries.

Also under consideration are the proposed establishment of overseas trade centers for display of U. S. goods, the need for expanded credit facilities, and wider dissemination of information to U. S. businessmen on export opportunities.

Canners are invited to write to the Department regarding their suggestions for reductions in foreign import restrictions which would be beneficial

to U. S. exports and for other steps which might be taken to benefit U. S. exports. Such comments may be addressed to the Food Industries Division, Business and Defense Services Administration, U. S. Department of Commerce, Washington 25, D. C., or to the N.C.A.

COMMITTEE FOR RECIPROCITY INFORMATION

Notice is given in the *Federal Register* of March 16 that the Committee for Reciprocity Information invites the submission of information that will be useful to the U. S. Government during consultations with 24 other countries regarding their limitations on imports for "balance-of-payments" reasons.

Such consultations will be conducted separately with each consulting country during 1960 by a panel of countries including the United States. The consulting countries and the expected timing of their consultations are:

May—Austria, Brazil, Denmark, Greece, India, Malaya, Uruguay.

July—Finland, France, Ghana, Israel, Norway, Sweden, Turkey, Yugoslavia.

October—Australia, Burma, Ceylon, Chile, Indonesia, Japan, New Zealand, Pakistan, Rhodesia/Nyasaland

The CRI invites U. S. firms to submit information relating to possibilities for further relaxation of quantitative import restrictions, a lessening of the discriminatory application of these restrictions, and the moderation of practices which are burdensome to exporters. Information regarding the countries consulting with the U. S. in May should be received by the CRI by April 16; other deadlines are May 15 and August 15.

Commerce Dept. Reports on Study of Transportation

The President sent to Congress on March 14 a report by the Secretary of Commerce on "Federal Transportation Policy and Program."

The report seeks to identify emerging problems in transportation, redefine the appropriate federal role in the regulation of transportation, and recommend legislation and administrative action to attain the recommended goals.

The report emphasizes increasing reliance on private enterprise and lessening dependence on government actions. The 78 recommendations in the report aim at reducing government regulation and subsidies, increasing competition, levying "user charges" on publicly-provided facilities, and achieving greater coordination among competing modes of transportation.

"National transportation is presently out of balance," the report

states. "An economically balanced transportation system is achieved when each mode of transport carries what it can haul most economically in view of quality of service, and when the entire system keeps adapting in quantity and type to the changing national economy. The present system is unstable and appears to be moving away from, rather than toward, an economic balance. The Government's policies represent a mixture of partly incompatible elements without clearly defined purpose."

The report emphasizes that deregulation must proceed gradually over the next 10 years.

The transportation study was conducted in the Commerce Department under the supervision of John J. Allen, Jr., Under Secretary for Transportation. The study was made at the direction of the President. A similar study is under way by the Senate Committee on Interstate and Foreign Commerce.

Among the recommendations:

Federal control of operating rights of common and contract carriers should be lessened, and many restrictions on routes and commodities should be eliminated. Present restrictions on rail-truck mergers or acquisitions of control should be retained, and regulatory agencies should utilize existing authority or when necessary request legislation to establish joint boards with jurisdiction over through routes and joint rates.

Federal control of rates should be reduced, in order that the benefits of competition may be passed on to the public through reduced rates. "The Government should retain sufficient controls to prevent destructive competition aimed at driving out competitors on a basis other than economic efficiency, and to prevent excessive charges where there is little or no competition, as well as less exemption from the antitrust laws if needed."

"The Federal Government should continue user charge systems where they exist, and should establish such systems where none now exists. The long-range goal should be a level of charges that would include allocated operating and maintenance costs, as well as new investment and interest charges." The user charges would be assessed against private carriers as well as regulated carriers.

The states should be urged to move rapidly toward uniform legislation and regulation with respect to sizes, weights, safety appliances, and related matters of highway vehicles operating in interstate commerce.

Stocks of Canned Foods on March 1 and Season Shipments (N.C.A. Division of Statistics)

	Carry-over month	Case basis	Supply		Canners' Stocks March 1		Season Shipments to March 1	
			1958-59	1959-60	1959	1960	1959	1960
			(thousands of cases)					
Apples.....	Sept.	6/10 actual	4,050	4,822	2,316	2,756	2,334	2,066
Applesauce.....	Sept.	actual	17,618	18,949	8,499	9,880	9,110	9,009
RSP cherries.....	July	actual	2,851	4,320	680	1,339	2,171	2,987
Pineapple*.....	June	actual	22,264	21,403	7,564	7,065	14,700	14,338
Pineapple juice*.....	June	actual	15,208	14,688	5,851	6,708	9,358	7,980
Green and wax beans.....	July	actual	31,593	30,574	12,810	10,383	18,783	20,191
Corn.....	Aug.	actual	37,258	42,823	14,140	16,723	23,118	26,100

* Source: Pineapple Growers Association of Hawaii.

Tomato Breeders Meet

Sixty-seven tomato breeders and research personnel from the canning industry, federal and state experiment stations, and the seed trade, met in Cleveland March 1-2 for the Tomato Breeders Round Table. The program included panel discussions on breeding for resistance to tomato disorders, machine harvesting and varieties for that purpose, and methods and techniques of tomato breeding and measurement of tomato characteristics.

At the meeting plans were laid for holding a similar round table in Chicago in early 1961. The steering committee chosen to plan that meeting consists of Wilbur Scott, Joseph Harris Co., chairman; Prof. E. P. Brasher, University of Delaware; Larry A. Holl, Libby, McNeill & Libby; Dr. Francis C. Stark, University of Maryland; and Dr. Edwin A. Crosby, N.C.A. Raw Products Research Bureau.

The steering committee responsible for organizing the Cleveland meeting consisted of Dr. R. E. Larson, Pennsylvania State University, chairman; C. A. John, H. J. Heinz Co.; Dr. E. A. Kerr, Canada Horticultural Experiment Station; Wilbur Scott; and Dr. Edwin A. Crosby.

N.C.A. Sanitarian Speaks

James M. Bell of the N.C.A. Washington Laboratory gave two talks at the meeting of the Quebec Canners Association at Montreal March 9-10.

The topics were canning plant sanitation and Drosophila control. Both subjects were covered in a general way, with time allotted for questions on specific problems.

Conference on Raw Tomato Quality

The N.C.A. Berkeley Laboratory and the University of California will report at a California conference on raw tomato quality, March 28, on the results of recent research on factors which affect tomato quality.

The conference will be held at the Hotel Claremont, Berkeley, Calif., March 28, from 8:30 a.m. to 4 p.m. The conference has been arranged by the N.C.A., University of California, and Canners League of California.

The principal factors studied during 1959 were the pH, solids content and size of raw tomatoes, and their suitability for canning as whole tomatoes. Among the conditions influencing the quality factors were tomato variety, growing area, fertilization, irrigation, fruit maturity, temperature at harvest, soil type, previous crops, and yield per acre.

Members of the Departments of Vegetable Crops, Food Science and Technology, and Agricultural Extension of the University, and of the staff of the N.C.A. Berkeley Laboratory will report their investigations. A highlight of the Conference will be the conclusions drawn from a vast amount of information on raw tomatoes collected by California tomato canners and analyzed by electronic brain at the University's computer center. More than 19,000 items of data on tomato growing conditions and quality tests were recorded for this study.

Arrangements for attendance at the Conference should be made through the Canners League of California, 215 Market St., San Francisco 5, Calif. Luncheon at the hotel will cost \$3.50, and proceedings of the Conference may be ordered for \$1.50 from the Canners League.

Canned Foods Publicized in Walla Walla Union-Bulletin

Canned foods are prominently featured, as usual, in the 1960 Progress edition of the Walla Walla Union-Bulletin issued Sunday, February 21. This is the 35th consecutive progress edition, and in each previous issue canned foods have received emphasis.

Using materials provided by the N.C.A. Information Division, the Union-Bulletin, in its Food Processing Section, carries special articles on canning industry trends, raw products research, canned foods acceptance, the outlook for the industry, gains in automation, and the economic importance of the product and the industry. Extracts are published from several of the convention reports and the statistical reports of the N.C.A. Division of Statistics. Economic advantages to growers are covered in extracts from addresses made last year to the National Association of Television and Radio Farm Directors by Executive Secretary Carlos Campbell and Raw Products Director Charles H. Mahoney. The processing section also contains descriptions of several of the Northwest canning operations.

The Progress edition totals 212 pages. Among the 13 special sections, besides that devoted to food processing, are sections on agriculture, livestock, and education. Circulation is 16,209, plus a large national subscription list for the annual number.

California Pesticide Control

Dr. Ira I. Somers, Director of the N.C.A. Research Laboratories, and Charles Townsend, Associate Director of the N.C.A. Berkeley Laboratory, took part in a food industry conference on the control of pesticides, in Berkeley, Calif., March 17.

The Conference was sponsored by the Canners League of California and other food industry groups in California.

Mr. Townsend was general chairman of the Conference, which dealt with the pesticide problem from the points of view of all levels from top management to fieldmen. Mr. Townsend also was moderator of a panel discussion in which canners, suppliers, and government and scientific personnel participated.

Dr. Somers described the N.C.A. program to prevent chemical contamination.

The Canners League of California is preparing to publish a program for the control of pesticide chemical usage on fruit and vegetable crops.

Venezuelan Import Restrictions

U. S. representatives will begin consultations with Venezuela next week to study the effect of certain import restrictions recently imposed by that government on traditional U. S. export trade with that country. The restrictive measures date, for the most part, from last July and November, and affect, among other things, canned food products.

The consultations were requested by the United States. They will be held in Caracas. The consultations do not involve revision or modification of the existing bilateral trade agreement.

Status of Rubber Equipment Clarified

The status under the Food Additives Amendment of rubber equipment, such as belting or hose, used for handling foods and beverages, was recently explored with the Food and Drug Administration by a group representing manufacturers of such equipment, according to a release issued by the Rubber Manufacturers Association.

A fact sheet in question and answer form, covering the information developed in the conference, has been sent by the Rubber Manufacturers Association to the several hundred rubber products manufacturers involved. In brief, it indicates that rubber equipment used with food must be considered as to its potential for imparting some component to the food, but that from information available this risk seems remote.

The rubber industry group was reminded that it is the manufacturer's responsibility initially to judge whether there is a risk, based on his knowledge of the formulation and fabrication of his products. The FDA will furnish an advisory opinion on request, but frowns on the use of such opinions in publicity or advertising, the group was told.

Hal W. Johnston

Hal W. Johnston, 72, long-time head of the Stecher-Traung Lithograph Corporation and former president of the Canning Machinery and Supplies Association, died March 5, in San Mateo, Calif., where he had resided since July, 1958.

Mr. Johnston had given 35 years of service to his firm at the time of his retirement as executive vice president and director of sales, in 1953. A Ruby member of the Old Guard Society, he had entered the canning

Canned Foods Sesqui Honored By U. S. Senate and House

The 150th anniversary of canned foods, celebrated during 1960 by the canning and can manufacturing industries, was noted in the House of Representatives on March 10 and in the Senate March 15.

Representative Howard H. Baker (Tenn.) and Senator William Proxmire (Wis.), under leave to extend remarks in the *Congressional Record*, included a statement by 1959 President Norman Sorensen pointing up the significance of the anniversary and the great contribution of canned foods to the public welfare, along with a history of the events marking the birth and growth of canning in the times of Nicolas Appert, prepared by Nelson H. Budd, Director of the N.C.A. Information Division. Both of these articles had previously appeared in the January issue of *Good Packaging* magazine.

Reprints had been distributed to members of the Legislative Committee at their Washington meeting last week, with the suggestion that their respective Congressmen and Senators be posted on the current Sesquicentennial and requested to obtain some observance of the event in Congress.

This special attention in Congress to the contribution of canned foods, in the anniversary year, was obtained by the personal efforts of Jack Bush, Bush Bros. & Co., Dandridge, Tenn., and Ted Goeres, Lodi Canning Co., Lodi, Wis. and Marvin Verhulst, secretary of the Wisconsin Canners Assn.

supply field in 1910 with the Schmidt Lithograph Company in San Francisco. In 1914 he became vice president and sales manager of Traung Label & Lithograph Co., Portland, Ore., moving to its successor company in Rochester, N. Y., in 1934. He was born in Chicago in 1888 and received his schooling there and in St. Paul, Seattle, Portland, Ore., and Saco, Me.

Mr. Johnston was known for his vigorous conduct of all activities, whether in company sales or association affairs. During his presidency of C.M.&S.A. (1952-53), Mr. Johnston worked closely with the N.C.A. on joint Convention arrangements and staging. He was active in the N.C.A. building campaigns. He was always a leader in labeling programs of the industries he served, and served as director and vice president of the Label Manufacturers National Association and director of the Packaging Institute.

Nearby Market Is Promising for Utah Canned Foods

Utah canners were told of the promising market they have right in their own backyard, by N.C.A. President Milan D. Smith, when he addressed the annual spring meeting of the Utah Canners Association, at Salt Lake City, March 18.

"You have at your disposal some of the finest agricultural resources in the nation, capable of producing the highest quality raw product obtainable for canned foods. And you are blessed in this inter-mountain area, and in Utah itself, with a rapidly-growing, high-calibre market that is bound to use more and more canned foods, if you make them available," said Mr. Smith.

He pointed out that population growth in this area exceeds that of the nation as a whole. He cited the higher ratio of education, which always accompanies a higher consumption rate in canned foods, as well as the highest-in-the-nation average for home ownership—another factor synonymous with high canned food consumption. "Altogether, conditions are most promising for the Utah canner who focuses on the regional market," he asserted.

Mr. Smith offered statistics supporting this advice: Total Mountain State population at 4.5 million in 1958 and expected by 1965 to be one-fifth greater; birth rates second highest in the nation and death rates among the lowest; an expected 25 percent gain in population in the next decade, compared with a 13½ percent gain for the country as a whole.

As to education, Mr. Smith pointed out that high school completions in Utah are the highest in the nation, and that the proportion of residents 5 to 29 years old, enrolled in Utah schools, is 56 percent compared with 49 percent for the United States. Three percent of the Utah population is enrolled in colleges and universities compared to a 1½ percent national average. In home ownership, almost three-fourths of Utah families are owners compared with three-fifths in the nation.

In the Mountain States, the average food sales per store are \$164,000, compared with \$137,000 for the nation as a whole. "Even if frequency of usage and consumption of canned foods should remain at present levels in this region, there will be an increase of 25 to 30 percent in the next decade from the population gain alone.

"This great market potential can be easily supplied by food canners in

this area if they see their opportunity and can efficiently produce and imaginatively market their products.

"It would seem wise, therefore, to devote greater attention to supplying the excellent market in your midst where you can most effectively compete," he asserted.

Highlights of Mr. Smith's address were reported in a press release issued by the N.C.A. Information Division to 56 newspapers and 31 radio-TV outlets in Utah as well as to the local and national wire services and trade papers.

HARVEY F. CAHILL HONORED

During the meeting, Mr. Smith presented a scroll honoring Harvey F. Cahill on his retirement as secretary of the Utah Canners Association. The scroll expressed the appreciation of the National Canners Association for Mr. Cahill's long years of service in the following language:

During his quarter century of service as Secretary of the Utah Canners Association Harvey F. Cahill consistently demonstrated a penetrating understanding of the canning industry of the great State of Utah, an unflinching zest for new knowledge, and an infinite capacity for conscientious work. Thus fortified, and with his winning congeniality and humor, he became an outstanding missionary of the gospel of canned foods virtues and values, which he spread afar with conviction and enthusiasm. In periods of hardship or success, his administration of the affairs of Utah canners proved unflinching, and contrib-

N.C.A. Staff Gives Reports on Food Production Problems

Members of the N.C.A. staff appeared as a panel to discuss "Current Food Production Problems" at the spring meeting of the Tri-State Packers Association March 14-15. The N.C.A. presentation was introduced and presided over by R. B. Heiney, Assistant to the Secretary.

Part one was a discussion of the food additive problem, the legal implications by H. E. Dunkelberger, Jr., of Association Counsel; the N.C.A. raw products program by Dr. Edwin A. Crosby of the Raw Products Research Bureau; and the N.C.A. in-plant program by C. A. Greenleaf of the Washington Laboratory.

Dr. Crosby and Mr. Greenleaf jointly described the N.C.A. insect control program and summarized its recommendations.

Mr. Greenleaf gave a progress report on the retort survey which was initiated last year by the Scientific Research Committee.

uted in large measure to the high estate and esteem his Association has achieved. A dedicated team player, his contributions to the common cause of other state canning groups and the national organization, were inestimable. It is with affection and esteem that the National Canners Association salutes and gratefully acknowledges his sound leadership and valued accomplishments and prays that his rewards in retirement be commensurate.

TABLE OF CONTENTS

	PAGE		PAGE
Congress		Publicity	
House subcommittee opens hearings on wage-hour	103	Canned foods publicized in Walla Walla <i>Union-Bulletin</i>	105
Death		Canned foods sesqui honored by U. S. Senate and House	105
Hal W. Johnston	105	Raw Products	
Food Regulation		Tomato breeders meet	104
FDA extends time for use of can lining ingredients	103	Research	
Status of rubber equipment clarified	105	N.C.A. sanitarian speaks	104
Foreign Trade		Conference on raw tomato quality	104
Commerce Dept. seeks to promote exports; U. S. to consult on import restrictions	103	California pesticide control	105
Venezuelan import restrictions	105	Statistics	
Meetings		Stocks of canned foods on March 1 and season shipments	104
Nearby market is promising for Utah canned foods	106	Traffic	
N.C.A. staff gives reports on food production problems	106	Commerce Dept. reports on study of transportation	103